

Violet Treasure House

Right Down Town Opposite Post Office
SPRINGDALE, ARKANSAS

Visitors Welcome

1 February 1954

Minimum order shipped \$5.00. ADD \$1.00 TO EACH ORDER to help on postage and packing costs. We ship every order Special Delivery (Special Handling rural) to assure package being placed in coach with mail employees to look after it; insured mail is NOT. Special Delivery gives better service to plant shipments than insured mail does. We guarantee safe arrival.

FREE GIFTS: Select additional \$1.00 value for every \$10.00 or more order; \$2.00 value for every \$15.00 or more order; \$3.00 value with \$20.00 or more order; \$5.00 value with \$25.00 or more order; add \$1.00 value for each additional \$5.00 purchase. Stock on some too limited to allow gifts; such limited varieties marked "No G."

(WE APPRECIATE IT WHEN YOU INDICATE SECOND CHOICES)

ABBREVIATIONS: L.P.—larger plants. Y.P.—younger plants. S.P.—sturdy small plants. C.—cutting, which means just what a leaf produced, usually about 3 plantlets; many leaves however produce only 1 plantlet; we try to strike a satisfactory average for you. Usually cuttings are ready for you to divide and pot separately; very new varieties are sometimes too small to be divided; reset too-young cuttings in starting medium and grow them on for a while before dividing; don't divide until plantlets are an inch high and sturdy; many divide too young for good results. R.L.—rooted leaf, some of them rooted in charcoal water; set these out in starting medium, turn a glass over for a week, and they should produce plantlets for you soon. L.—leaf fresh cut from plant. No G.—insufficient stock to allow as gifts.

NEW VARIETIES are marked by asterisk (*).

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DUSKY PRINCESS. We are pleased to introduce McFarland's DUSKY PRINCESS. S.P. 50c; C. 60c; no larger plants now. Large dark bloom; foliage oak-girl-type that becomes very dark and waxy; an excellent variety.

GROUP 1. PINKS (separate by request). L.P. \$1.00; S.P. 50c; C. 60c; L. 35c. Most pinks are very slow growers, but Pink Wonder grows like a whiz!

*ALL AGLOW—dp. pk.; grl. fol. Y.P. 75c; C. 60c; no L.P.; no G.
BABY PINK—cuttings only. No G.
BEGONIA LEAF PINK—no L.P.
DAINTY DUCHESS—blush; grl. fol. No S.P.; no G.
*DIXIE PINK
FLAMINGO GIRL—no S.P.; no G.
GENEVA PINK (GIANT ROSE PINK)—no G.
GYPSY PINK—L. only; no G.
MRS. EVELYN BANKS
*PEACHES & CREAM—lovely lt. pink bl-color; fol. becomes dk. waxy; good substance; L.P. \$1.25; few s.p. 75c; etc.

PINK ATTRACTION—bloom like P. Wonder; waxy fol., sometimes spooned. No G.
PINK CHEER—deepest pink
PINK DELIGHT—lt. pk. on dk. fol.
*PINK DREAM—no G.
PINK EYED JENNY—oak type fol.
PINK FANTASY—deep pink
PINK GIRL—L. only; no G.
PINK GIRL SUPREME—C. only; no G.
PINK LUSTRE—no G.
PINK QUEEN—L. only; no G.
PINK SHEEN—white, pink mdk.

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GROUP 2. DOUBLES (Separate by request). L.P. \$1.50; S.P. 60c; C. 75c; L. 40c.

ALMA WRIGHT—C. only; no G.
APOLLO—only C. 60c; L. 35c.
*APPLAUSE—purple; 75c P. only; no G.
AZURE BEAUTY IMPROVED—also 75c size.
*BLACK MAGIC—fine fluffy dark bl. S.P. 75c; other sizes as above; no G.
*BLUE FLUFF—shade darker Delight; no G.
BRUSSELS SPROUTS—purple
CAVALIER—dusty darkish; no S.P.; no G.
*CHERIE (Brown's)—large double red; vigorous girl; finest double red girl on market. S.P. only; no G.
*CORONATION WHITE—only R.L. 75c ea.
CORSAGE—pale bl.; no G.
DEBUTANTE—frosted lt. lav.; no L.P.; no G.
DELIGHT—it. bl.; no S.P.; no G.
*DOUBLE BUTTERFLY—med. bl.; only S.P.; no G.
DOUBLE BOUQUET—very dk.; L.P. \$1.00 only.
*DBL. CALIF. DARK PLUM—lovely red; only R.L. 75c ea.; no P.; no C.; no G.
DOUBLE DORIS—dbl. orch. grl.; only S.P.
DBL. FRINGETTE LIGHT BLUE—really med. bl.
DBL. FRINGETTE DARK BLUE, IMPROVED
*DOUBLE GLORY—med. lt. blue; 75c P. only.
DOUBLE LACE—fringed double white; also \$1.00 and 75c size plants.

*DOUBLE LADY—dark blue; dk. fol.; 75c P. only; no G.
*DOUBLE ONE—large dark blue; no G.
DBL. ORCHID BICOLOR
*DBL. RASPBERRY—S.P. only; no G.
DBL. ROSE (Rose Rnbw)—white mdk. with rose, but sports solid rose 50% of time; also \$1.00 P.; C. 60c; no G.
DBL. VELVET GIRL—reddish orchid; no G.
*FLUFFY LADY—Azure Bty. w/grl. fol.
*FRINGED DOUBLE ORCHID—a honey!
L.P. \$2.00; S.P. 75c; only few C.; no G.
*GORGEOUS RAINBOW DBL—an Improved Dark Beauty; sports dk. bl. often; no G.
HELEN WILSON—L.P. \$1.00; 50c; 60c; 35c.
HELEN WILSON BOUQUET—L.P. \$1.00; ditto.
*HER MAJESTY—double orchid girl; foliage becomes broad; only S.P.; no L.; no G.
*JUBILEE (Baxter)—excellent orchid-red; few L.P. \$1.00; no S.P.; C. 60c; C. as G.
*JULIET—semi dbl. orch.; not grl.; C. only; no G.
KING NEPTUNE—Y.P. \$1.00; S.P. 60c; few C. 75c; really Dbl. Neptune Sup. and lovely; no G.
LACY BOUQUET—large very dark, slightly frilled; round frilled foliage; no S.P.
LAVENDER ROSETTE—\$1.00 P. only; no G.
*MADONNA—shipment came in frozen; haven't seen this dbl. wh. girl as this goes to press; will offer R.L. only, 75c ea.; no G.

*Fischer's DOUBLE GENEVAS—delectable bonbons. Fully double blooms with all petals edged in white. The medium - lt - blue Silver Lining and its lovely dark mate Blue Horizon are both sturdy, fast growers; the other three are slower growing. None can be used as gifts except the small 60c size Silver Lining, or leaves of Silver Lining and Snow Line.
BLUE HORIZON—lovely dark blue; vigorous growing plant. Young 3-plant C. \$1.00; L. 75c; no P.
EDNA FISCHER—reddish lavender; very small single plant 75c; no P.; no C.; no L.
MOON RIPPLES—purple. C. \$1.00; nice S.P. 75c; no L.P.; L. 60c.
SILVER LINING—med.-lt. blue; good grower. Plants \$1.50; \$1.00; 75c & 60c; C. 75c; L. 50c.
SNOW LINE—orchid-red. Nice S.P. \$1.00; C. 75c; L. 50c.

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GROUP 4. L.P. \$1.00; S.P. 50c; C. 60c; L. 35c. (10 of any 35c L., including Group 1 & elsewhere, for \$3.00).

AMERICA—only S.P., no G.
APPLE BLOSSOM
AURORA—no G.
BLACK BEAUTY—only L.P.
BLACK FRINGE
BLUE DELIGHT
BLUE EYED GIRL
BLUE FAIRYTALES—no G.
BL. GENEVA GIRL
BLUE HEIRESS
BLUE JEWELL—only C.
BLUE MOON—no L.P.
BL. RADIANCE—no C.
BLUE SNOW—only L.P.
BL. WARRIOR—no C.
BLUE WONDER—no C.
BOLERO—no C.
BRIDALWREATH—no C.
BRNZ DUCHESS
BRONZE GIRL—no C.
BUTTNS & BOWS
CALIF. DK. PLUM
CARMEN—no C.
CAROUSEL—only C.
CHRISTINA—no G.
CUSTARD CUP—no L.P.
DUPONT NO. 3
DUPONT NO. 5—no LP or G.

DUP. LAV-PINK
DUPONT RED—no G.
D. SILVER PINK—no G.
ENCHANTRESS—no G.
EVENING SUNSET—no C.
FANTASY
FIVE DOTT—only C.
FLOYD JOHNSON—only L.
FR. BL. DELIGHT—no C. or G.
GENEVA RAINBOW—no C. or G.
GENEVA DAUGHTER—no G.
GORGEOS SUPREME—no C.
HUGHES HOLLY—no C.
ICEBURG—no C.
INDIANOLA
INNOCENCE
INSPIRATION
LACY GIRL—no C.
LANG. BLUE-BI—only SP
LAVENDER BTY—no C.
LAVENDER GRL—no C.
LUCKY LADY—only C.
MENTOR BOY—no C.
MINIATURE GIRLS—Ulerys
assorted; all fine
MINUET—fr. mauve
MINUET GIRL—pale blue

MULBERRY GIRL—only LP
NAVY BOUQUET—no C.
OPAL GIRL—no C.
ORIENTAL GIRL—no C.
PAINTED GIRL—no C.
PANSY BEAUTY
PINK SHEEN—no C.
PITTSTURGH GIRL—no C.
PORTLAND ROSE
PRUNELLA—mauve
PURPLE GIRL
QUEEN BETTY
RED BIRD—purple; no G.
RED CHIEF—BICol. Sup.
RED-EDGE WHITE BOY
RED GENEVA GIRL
RED KING
RED LADY—no C.; no G.
RED PRINCESS—no C.
RED SCALLOP (Denver Red)
RED SURPRISE—no C.; no G.
R. SWEET-PEA GIRL
ROBIN HOOD—no G.
ROSE MARIE—no C.
ROSETTE RED—only C.; no G.
ROYAL DUCHESS—only SP
ROYAL GIRL—no C.
ROYAL RIPPLES—only SP

RUFFLED BEAUTY
RUFFLED QUEEN—no G.
RUFFLES SUPREME—on. SP
SAILOR GIRL—no C.
SEA FOAM
SIR LANCOLOT
SNOW GIRL
SNOW GIRL DELUXE
SNOW LACE
SNOW PRINCE
STAR GIRL—no G.
STAR SAPPHIRE
STARS & STRIPES—mdk. web.
SUNRISE SUPREME
SUNSET LANE—only C.
SUPRITA—only SP; no G.
TAFFETA—no C.
TINKER BELL—no G.
TINTED GIRL
TWILIGHT
VELVET GIRL
VIOLETTE BR. BABY—no G.
VIOLETTE BR. ELF
VIOLETTE PIXIE—no G.
WHITE GIRL—btfl. mkngs.
WINE VELVET
YELLOW-BROWN GRL—white

POTTING SOIL—Remember violets in their natural state grow in leafmold. Keep your mix porous. Whether you make your own potting mix, or whether you buy it, don't keep it sacked away in a dark place. Darkness "kills" soil; ask any one who ever moved building or tore down a porch. Keep your soil in an open box, in a sunny spot.

(GROUP 3, listing newest varieties, will be found on reverse side. Too much to get on this page, so we just changed groups 3 and 4 about. TURN OVER for newest single-blossom varieties. Thank you.)

GROUP 3. NEWEST RELEASES, plus few other outstanding late ones. L.P. \$1.50; Y.P. \$1.00; S.P. 75c; C. 75c; L. 40c. As most of these are new, am not bothering to mark any of them with asterisk. We offer only Y.P., or S.P., or R.L. on many of these. Fr. means fringed blooms; NG means no gift.

BLUE BROCADE—no L.P.; no C.; N.G.
BLUE OHIO—no S.P.; C. 2 pftet; only; N.G.
BRENDA GIRL—lovely; reddish; excellent mate for Dream Girl; no L.P.
BRONZE FRINGETTE—fr. dk.; C. 60c; s.p. G.
BUFFALO GAL (Pease)—good dk. bl.; N.G.
CALICO QUEEN—bl.; no L.P.; no C.; N.G.
CRANBERRY GIRL (Schafer)—red; no L.P.; NG.
DIXIE BELLE—orch.; no L.P.; no C.; NG.
DREAM GIRL—wh., bl. mdkd.; fine; no L.P.; NG.
EDITH CAVELL—fr. mauve; only L.P. & C.; NG.
FAIRY BOATS (Pease)—no S.P.; NG.
FANTASIA—Fantasy Supreme.
FANTASY GIRL—fine; only S.P. as G.
FLEUR PETITE—fr.; only R.L. 75c; NG.
FROSTY—also 60c S.P.; C. 60c; no L.P. G.
FROSTY MORN—all sizes; C. 60c.
GENEVA BEAUTY—lovely purple; does not lose white edge; outstanding; L.P. \$2.00; all sizes down to 50c very s.p.; NG.
GENEVA MOIRE—only S.P.; NG.
GIANT LAVENDER GIRL—fine; no C.; NG.
GLAMOUR BOY—wh., red edg.; no L.P.; no C.; NG.
GROTEI GIRL (Justice)—very unusual girl fol.; distinctive; blues; NG.
HILDEGARDE—fr. orch; only L.P. & C.; NG.
HOLLY—all sizes; C. 60c; NG.
HOOP SKIRT—no L.P.; no C.; NG.; fine.
INDIAN SQUAW—handsome! big dk. grl. fol.; red class; no L.P.; NG.

FISCHER'S NEW ONES. Y.P. \$1.00; S.P. 75c; C. 75c; L. 50c. (No L.P.) All blooms fringed except two: B. Beau & B. Belle:

NO GIFTS ON ANY OF FISCHERS

BLUE BEAU—not fr.; dk. blue
BLUE BELLE—not fr.; med. bl.
BLUE REFLECTION—fr. solid lt. bl.
BO PEEP—mauve grl. fol. S.P. 60c. C. 75c.
CHRISTMAS STAR—white background w/lt. bl. mkg or overlay; varies.
CINDERELLA—grl. fol.; bl.-wh. tutone; S.P. 60c; C. 75c.
ECLIPSE—red lav., wh. edg.; only S.P. 75c; no C.

JUBILEE (Granger)—orch. bicolor; white edged; fine; no P.; only R.L. 75c; NG.
LILAC GIRL (Pease)—only R.L. 75c; NG.
LINGARD—husky orch. grl.; profuse bloomer; only S.P.; NG.
LORELEI—lovely pinkish - mauve, white edged. This, Seashell & Mauve Bridewreath all are mauve, wh. edg.; but fol. of ea. is entirely different. Request you who have all 3 tell me which performs best in the home. NG.
LUSCIOUS RED—only C. 60c; NG.
MAUVE BRIDALWREATH—\$1.00; 75c; 50c; 60c; 35c.
MINE ALONE—only R.L. 75c; NG.
MOIRE BUTTERFLY—no L.P.; S.P. 50c; C. 60c; NG.
MOONGLOW—odd lt. bl., wh. eye. C. 60c.
MOONLIGHT—blm. like Wh. Lace, but fol. frillier; all sizes; C. 60c.
MORNING GLORY—very good; r. grl. type.
OHIO BRIDE—fr. white; no C.; NG.
OHIO CROCUS—fr. mauve. \$1.00 P. only; NG.
OHIO GENEVA—only S.P. 60c; NG.
OHIO HOLLY—only S.P. 60c; NG.
ORCHID ARISTOCRAT—only S.P. 60c; NG.
ORIENTAL—all sizes and R.L. 50c; NG.
PANDORA—oak fol.; irg. med. bl.; NG.
PANSY—it. bl., wh. banded; & C. 60c; NG.
PASTEL PRINCESS—fr. Mauve, grl. fol.; only L.P. & R.L. 75c; no C.; NG.
PRIMROSE—very large, red-marked blooms; an outstanding variety; all sizes; NG.

SILVER SNOW—A Snow Prince with variegated fol., but different from Frosty fol.; only R.L. 75c; NG.
SILVER SPOON—deep sp. grl. fol.; lav. blm.; 50c S.P. only; no C.; NG.
VIOLET DOGWOOD (V. ECSTASY)—fine.
VIOLET GIRL—Ulerys; lovely.
VIOLET MIST—only C. 60c; no P.; NG.
WOODS NYMPH—blue; only S.P. 60c; no C.; NG.

EPISCIAS (E-pish-l-ah). Called Hanging Basket Violets; Flame Violets; etc. Require very porous soil; just leafmold, sand, little rotted cow manure, bonemeal. Cannot stand as much cold as an African Violet; do not order until your night temperatures are above 40 degrees!! Bloom only once a year, but you have gorgeous foliage year round. Plants 50c, with 5 exceptions. All scarlet blooms, except four. Newest ones are starred (*): 16 varieties now.

*ACAJOU—silver green; dk. block border.
*CHOCOLATE SOLDIER—\$1.00. Narrow midriff; wide dark brown border.
CHONTALENSIS—solid bright light green; small narrow leaves; blue.
COCCINEA (Fulgida)—bronze with light green veins. Most widely advertised.
CUPREATA—all over bronze.
*EMERALD QUEEN—dark green effect; rough, pebbly, darker-green border.
HARLEQUIN (Dark Splendens)—\$1.00. A Splendens with dark border.

*FROSTY—light effect; lightly bordered with darker blocks; foliage has light texture.
KITTY (Sp. No. 2)—bronze with iridescent lilac midriff.
*LILACINA—\$1.50. Blue. Dark brownish-green; pebbly finish.
*MRS. FANNY HAAGE (No. 3)—Blue. Silver-green midriff and veins; dark pebbly border.
SILVER SHEEN—light all-over effect. Pebbly textured, but dainty.

SNOW WHITE—tinted wh., dark grl. fol., S.P. 60c; C. 75c.
STAR GLOW—fringed white; only S.P. 75c; no C.
SUNDREAM—mauve; S.P. 60; no C.
TWINKLES—didn't get the publicity but most outstanding of all! Lrg. blms.; good grower. Frosty moonlight gleaming on blue ice, a la mode. Lush!!
WHITE CAPS—dk. bl.; fr. wh. edg.

MISCELLANEOUS PLANTS 50c ea: BEGONIAS (Lettuce Leaf; Star; Watermelon; Double Rose in white, red, pink). Begonias require same soil as violets but are easily overwatered; water little at a time, and keep on dryish side. Water as often as violets and Begonias will DIE; so don't!
MARANTA (Prayer Plant or Rabbit Track Plant).
TRICHOSPORUM (Red Bugle Vine)—very porous soil; just leafmold mix.

WHOLESALE LIST—We issue none. We never offer wholesale prices on your choice of varieties. We are not that large a grower. We offer OUR selection only, of varieties in surplus at the moment, shipped by EXPRESS ONLY, you to pay Express charges, 2½" 40c ea; 3" 50c ea; minimum 20 plants for \$8.00, but you can make the shipment as big as you please. If there are varieties you already have or know you don't want, such a list MUST BE IN ALPHABETICAL ORDER so that I can refer to it instantly every time I pull a plant. I cannot take the time to look at a list not in alphabetical order!

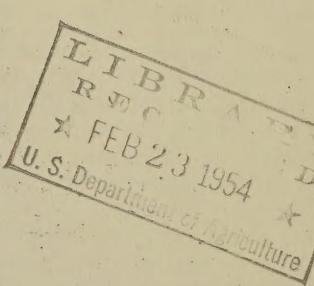
VIOLET SUPPLIES. With plant orders only at these prices. If ordered separately, add 25c for packing-postage.

HYPONEX 10c & 25c sizes only DuPont FERMATE \$1.10 VIOLET LETTERETTES 50c (Add 10c for p.p. if ordered separate)
PLANT MARVEL 35c, 80c & \$1.35. We recommend this highly. Looks like orange Jello; dissolves completely, instantly.
NNOR Spray 35c, \$1.10, \$2.30. 1 teaspoon to gal warmish water; mix thoroughly. Either spray or dip.
DIMITE \$1.10. For mites only; not for mealy bugs. Thoroughly mix 1 teaspoon in gal. warmish water—never more. Spray plant only; never dip plant in Dimite solution, as you can with NNOR.
LINDANE 5% (Isotox) \$1.10. Sure death to nematodes in sand, or anywhere it can actually come in contact with them. It will NOT kill nematodes inside plant tissues, or inside plant roots. Since the widespread nematode infestation of Winter 1951-52, if you keep your plants setting on a common sand or gravel bed, it is a wise precaution to saturate the bed at intervals with Lindane solution; then if one infected plant should slip by you, nematodes washed from it in watering cannot infect other plants setting on the same bed: the nematodes will be killed as soon as they reach the Lindane saturated sand.
ZINC METAL STAKES 1c each. Foliage has a tendency to curve about upright stakes, such as wood or plastic, spoiling the lovely symmetry of the plant. Use metal stakes and bend them down over the edge of the pot out of the way. To clean zinc metal stakes for re-use, soak in vinegar 30 min. to oxidize and "loosen" writing; scour; (which scouring will make a too-slick surface to write on, SO—) drop in vinegar again for 20 min. or so, which will oxidize the metal enough to make a nice writing surface. Now rinse in clear water to stop oxidation. Use an ordinary lead pencil; ever-wear pencil marking is too hard to remove. If any danger of fungus or nematode transfer, don't take a chance; boil for 5 minutes—but not in an aluminum pan; aluminum darkens zinc.

TIPS ON GROWING AFRICAN VIOLETS 10c (6c with plant orders).
TIPS ON CONTROLLING MEALY BUGS AND MITES 10c, whether with plant orders or separately.
TIPS ON CONTROLLING NEMATODES 10c, whether with plant orders or separately.

We positively guarantee our plants to be 100% free of nematodes.

62.07
Feb 1. 1954
Violet Treasure House
Right Down Town Across from Post Office
SPRINGDALE, ARKANSAS



Sec. 34.66, P. L. & R.
U. S. POSTAGE
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